

1102B230

Business Communication

Instructor: Todd Dockery, MBA, PHR, SHRM-CP, CEBS

Time: May 10, 2021-June 11, 2021

Office Hours: By Appointment

Contact Hours: 60 (50 minutes each)

Credits: 4

Course Description

This course will focus on effective oral and written business communication skills to create successful human relations, including listening, reading, writing and speaking skills and will provide students with a foundation for effective communication in the business environment. This course will emphasize written, verbal and non-verbal, interpersonal and analytical communication skills.

Required Textbook(s)

Business Communication, 3rd Edition by Peter W. Cardon, 2017

Course Goal

- Observe and interpret verbal and nonverbal behavior in achieving successful communication.
- Acquire knowledge of basic communications skills including verbal, non-verbal, listening, and reading.
- Design visual communication.

- Understand the key role of communication in business and the importance of technology in business communication today.
- Identify the impact of diversity and culture in business communication and implement strategies for multicultural understanding.
- Learning how to write business related reports, proposals and how to make presentations
- Identify and employ the skills needed for effective interpersonal and small-group communications.
- Gain knowledge with regards to professional networking, developing and creating resumes and applying for employment.

Course Schedule

Please note that the schedule is meant to give an overview of the major concepts in this course. Changes may occur in this calendar as needed to aid in the student's development.

Week One

- Syllabus Overview and Course Introduction (Zoom)
- The Communication Process
- Selecting Channels of Communication
- Communicating Across Cultures
- Interpersonal Communication and Emotional Intelligence
- Team Communication

Week Two

- Planning Business Messages
- Writing Business Messages
- Routine Business Messages
- Email and Other Traditional Tools for Business Communication

Week Three

- Persuasive Messages

- Positive Messages
- Bad News Messages
- Mid-term Exam

Week Four

- Planning Reports and Proposals
- Writing Reports and Proposals
- Designing Presentations
- Delivering Presentations

Week Five

- Networking
- Résumés and Cover Letters
- Applying and Interviewing for Employment
- Group Exercises/Communication Activities (Zoom)
- Final Exam
- Final Team Presentation and Team Paper Due (Zoom)

Course Requirements

1. Students are expected to read the required readings prior to the class session in which they are discussed.
2. Class Conduct: Consistent, respectful and informed participation is expected from every student in the course.
3. I will respond to emails in a timely manner. It is best to make an appointment or speak to me either before or after lecture.
4. Please check your email regularly for instructions and readings.

Grading Policy

Your grade will be based on the following items.

Type	Percentage
Exams	50% (2 @ 25% each)
Team Presentation	20%
Team Business Report	20%
Participation	10%
Total	100%

Exams

Exam 1 will be held on the Friday of Week 3. Exam 2 will be held on the Friday of Week 5. Each Exam is worth 25%.

Team Business Report

Each student will be assigned to a team for the class. The team is expected to write a paper (4-6 double-spaced pages) on an assigned chapter topic from the textbook (students will be notified of their assigned team members and chapter topic during the first week of class). Teams should examine current research to identify recent and relevant issues and trends for the chapter topic. Materials presented should be beyond what is covered in the text and class.

Presentation

Each team will also make a 5-7 minute Zoom presentation of the assigned Chapter topic on the last day of class. An additional 2-3 minutes will be reserved at the end of each presentation for class questions or comments. The format for the presentation is left to the discretion of the team, but should include visual aids (powerpoint, etc). Both the Team Business Report and Team Presentation will be judged for structure, content, creativity and insight.

Participation

Throughout the five-week class, I expect students to participate, both in team and individual activities. You must be present during the three scheduled Zoom meetings to earn class participation points. More info will be provided for these three Zoom meetings. These will include an initial meeting during week one for syllabus overview and course Introduction; the Group exercises and communication activities scheduled for week five and the final Team Presentations scheduled for the

last day of the course in week five. This class utilizes extensive active learning, both individually and in groups. Missed class activities cannot be made up.

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100
Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty, includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.